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SUBJECT: EGYPT PUBLIC DIPLOMACY RESULTS AND
ACTIVITIES (05/17/05-06/30/05)

REF: CAIRO 3792

Public Diplomacy programming in Egypt for this reporting period continued to address the full range of Post's MPP themes. This programming included several media events, a lecture on American Studies, and a workshop on USG information sources. Post also recorded positive results from media support for the visit of the Secretary of State, a press roundtable with the Consul General, and key distribution of one of Post's Arabic books translations. Summary reports follow. Reftel is post's most recent prior submission for NEA/PPD reporting and IIP's PD results database.

RESULTS

(6/28/05) MISSION PROMOTES ECONOMIC REFORM THROUGH MEDIA COVERAGE OF USAID SPONSORED CONFERENCE
Mission press offices ensured strong media attend at a two-day USAID-sponsored conference on economic reform. USAID Deputy Director also participated in a press roundtable following her speech at the conference. As a result, positive articles appeared in leading daily newspapers and financial dailies.

MPP GOAL: ECONOMIC PROSPERITY

(06/20/05) EMBASSY MEDIA OUTREACH SUPPORTS VISIT OF SECRETARY OF STATE

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To promote the Secretary's message during her visit to Cairo, the Embassy Public Affairs Section arranged for over 100 local and international media to attend the Secretary's speech at the American University of Cairo, and scheduled one-on-one television interviews with one local and one pan-Arab station. All Egyptian papers, radio stations, and television stations covered the Secretary's visit and published or aired segments of her speech. CNN, Fox, Al Jazeera, and Egyptian Nile News carried the speech live.

MPP GOAL: DEMOCRACY AND HUMAN RIGHTS

(06/18/05) POST PLACES EDITORIAL ON TRAFFICKING IN PERSONS IN EGYPTIAN PAPER

Despite editors' concerns about the Egypt-specific content, Embassy Press Office obtained a commitment to publish an editorial by Under Secretary Paula Dobriansky on the occasion of the distribution of the Trafficking in Persons Report. The editorial appeared in the June 18 edition of Nahdet Misr.

MPP GOAL: DEMOCRACY AND HUMAN RIGHTS

(06/09/05) POST FACILITATES MEDIA COVERAGE OF VISITING DEPUTY USTR

The Embassy's Press Office arranged one TV and two print interviews, including one with Egypt's leading economic newspaper Al-Alam Al-Youm, with Deputy U.S. Trade Representative Peter Allgeier during his participation in the Third African Union Conference of Ministers of Trade. Al Alam Al Youm led with the interview in its June 11 edition. The DUSTR spoke in-depth about USG Intellectual Property Rights concerns in Egypt and the process of reaching a Free Trade Agreement (FTA) with Egypt, and encouraged Egypt's economic reform process. At the end of the conference, the DUSTR spoke to a large body of international and Egyptian reporters at a press conference with the Egyptian Minister of Trade and the EU Trade Commissioner, encouraging regional economic reforms and stating the USG position on cotton and agricultural subsidies.

MPP GOAL: ECONOMIC PROSPERITY

(06/07/05) EMBASSY REAFFIRMS AMERICAN WELCOME FOR FOREIGN STUDENTS

The Embassy Press Office arranged for eight Egyptian journalists to spend an hour with the Consul General, who drew attention to the Consular Section's special procedures for Egyptians applying for student visas. The Consul General reaffirmed the U.S. Government's interest in facilitating foreigners' study in the U.S. The discussion also included a review of the "Open Doors, Secure Borders" policy. As a result, articles appeared in several Egyptian dailies and magazines, including pan-Arab Al Sharq Al Awsat, and the Egyptian Internet news site Masrawy. These articles, in turn, sparked interest among other media outlets, including The Daily Star, Cairo Magazine, and Business Today, all of whom subsequently published articles highlighting Post's efforts to facilitate the visa process for Egyptian students and business people.

MPP GOAL: MUTUAL UNDERSTANDING

(06/02/05) POST HIGHLIGHTS MULTINATIONAL COOPERATION TO SUPPORT REBUILDING OF IRAQ

In support of a Cairo meeting of the Iraq Core Group, the Embassy's Press Office arranged a press conference for the U.S., EU, and Iraqi delegation leaders at the end of the session. Media attendees included pan-Arab Al Arabiya, local Nile TV, the Associated Press, Nikkei News, the Middle East News Agency, and Egyptian Radio. Following the press conference, Al Arabiya, the AP, and Nile TV were granted one-on-one interviews with the Iraqi delegation leader and, separately, USG representative Ambassador Dick Jones. The resulting stories were well placed.

MPP GOAL: REGIONAL STABILITY

(05/19/05) EMBASSY SPARKS INTEREST IN "THE WEALTH OF KNOWLEDGE"

In support of Post's Regional Arabic Book Translation Program, the Information Resource Center distributed the recently published Arabic translation of Thomas A. Stewart's "The Wealth of Knowledge" to numerous media contacts and high level academics. As a result, the prominent Sabah el Kheir (Good Morning) magazine ran a series of positive commentaries on the book

MPP GOAL: DEMOCRACY AND HUMAN RIGHTS

ACTIVITIES

(06/30/05) POST HIGHLIGHTS PROGRESS ON SUDAN FOR EGYPTIAN AUDIENCES

During the visit of Senior State Department representative for Sudan Charles Snyder, Post organized an exclusive interview with the African Affairs editor of the widely read Al Akhbar newspaper. Snyder discussed progress made toward a lasting peace in southern Sudan, highlighted Egypt's positive role in encouraging peace and development in Sudan, and clarified U.S. policy on Darfur. After a meeting with the Arab League Secretary General, Snyder gave remarks to several Sudanese reporters highlighting the U.S. Government's hopes for a united and democratic Sudan.

MPP GOAL: REGIONAL STABILITY

(06/29/05) EMBASSY ENCOURAGES CONTINUED EXCHANGE OF YOUNG ENTREPRENEURS

In recognition of the ECA-funded AIESEC "Salaam Program," the Embassy hosted an evening of cultural exchange for the Egyptian and American students and the Egyptian host businesses. The reception provided a rich opportunity for young student leaders from Egypt and the United States to meet and exchange viewpoints, and included a briefing on the economic situation in Egypt by an Embassy economic officers. Over the past two years, 13 Egyptians have traveled to the US on the Salaam Program and 35 Americans have traveled to Egypt to pursue traineeships in business, development, education, and technical fields.

MPP GOAL: ECONOMIC PROSPERITY

(06/27/05) POST FACILITATES IN-DEPTH LOOK AT OPIC GOALS

Taking advantage of a visit to Egypt by the Communications Director for the Overseas Private Investment Corporation (OPIC), the Embassy Press

Office organized a press roundtable with two leading Egyptian economic reporters. The reporters - one from a large circulation English-language weekly and one from Egypt's most prominent economic daily - spent an hour discussing economic reform in Egypt, an OPIC conference on North African business development planned this September in Morocco, and USG-GOE economic relations. The reporters will soon publish two in-depth articles profiling OPIC's work to advocate economic reform and investment in Egypt.

MPP GOAL: ECONOMIC PROSPERITY

(06/27/05) MISSION PROMOTES AMERICAN STUDIES WITH UNIVERSITY PROFESSORS

Embassy Cairo, in cooperation with the Fulbright Commission, sponsored a presentation by an Egyptian professor following her post-funded attendance at the Annual Conference of the British American Studies Association in Cambridge, England, in May. The presentation, a briefing on the conference and a discussion of the variety of subjects included in American Studies, was attended by an audience of academics from the major universities in Cairo, as well as a number of faculty from several of the regional universities. The highly informative and well-prepared presentation, and the lively exchange that ensued, provided excellent support to Post efforts to heighten interest in American Studies within Egyptian universities.

MPP GOAL: MUTUAL UNDERSTANDING

(06/04/05-06/25/05) EMBASSY FUNDS TRAVEL OF EGYPTIAN JOURNALISTS TO COVER ELECTIONS IN LEBANON

Using local-Embassy funds, Post sponsored the travel of seven Egyptian journalists to Lebanon to cover the June parliamentary elections. The print reporters have published over a dozen articles to date, with more planned, and the TV crew is putting together a feature piece on the elections. Reporting highlighted Lebanon's ethnic and religious diversity, allegations of corruption and intimidation at polling places, as well as the lively political debate in Lebanon. In a debriefing following their visit, the reporters affirmed that the opportunity to conduct first-hand reporting on Lebanon's elections will allow them to better cover Egypt's own presidential and parliamentary elections later this year.

MPP GOAL: DEMOCRACY AND HUMAN RIGHTS

(06/22/05) AMERICAN CENTER HOSTS WORKSHOP ON THE ROLE OF COMMUNITY DEVELOPMENT ASSOCIATIONS IN DEVELOPING THE SKILLS OF HOUSEHOLDS HEADED BY WOMEN

The American Center in Alexandria, in collaboration with the Friends of the VOA Club and El Reyada Association for Community Development, organized a workshop on "Role of Community Development Associations in Developing the Skills of Women Heading Households." The workshop attracted a diverse audience of 65 individuals, including NGO staff, the head of the Social Development Fund, the head of the Doctors Syndicate, and Ministry of Social Affairs officials.

MPP GOAL: ECONOMIC PROSPERITY

(06/14/05) MISSION CELEBRATES INDEPENDENCE DAY AND AMERICAN DEMOCRACY IN ALEXANDRIA

In an early celebration of American Independence Day, the Mission hosted a reception on Flag Day (June 14) at the American Center in Alexandria that featured a speech by the Charge d'Affaires. Alexandria Television Channel 5 and Radio Alexandria conducted interviews with the Charge and other guests. Articles commenting on the program appeared in national and opposition newspapers, while the TV and radio stations aired clips of the speech and their interviews.

MPP GOAL: DEMOCRACY AND HUMAN RIGHTS

(05/24/05) EMBASSY MEDIA OUTREACH SUPPORTS VISIT OF FIRST LADY

Throughout the visit of First Lady Laura Bush, the Embassy facilitated extensive local, regional, and international media coverage of all aspects of her visit to Cairo and Alexandria. The resulting press coverage was comprehensive and generally positive in all outlets. Following the visit, the Embassy's Information Resource Center extended the impact of

the First Lady's visit by distributing dossiers about the First Lady's participation in the WEF, as well as her visit to Egypt. These were distributed to the diplomatic community, academics, leading business figures, and government officials.

MPP GOAL: MUTUAL UNDERSTANDING

(05/17/05) POST RAISES VISIBILITY OF EMBASSY AND IIP WEBSITES

The Embassy's Information Resource Center conducted an Internet training workshop for journalists from three newspapers and one weekly magazine (Al Sharq Al Awsat, Al Watani, Gomhouriya, and Nusf al Duniya) that focuses on USG information available on the Bureau of International Information Programs websites. Journalists were so impressed that they requested additional, and longer, training. They were especially curious about IIP's Identifying Misinformation webpage, as well as the International Events Calendar, both linked from IIP's portal page at usinfo.state.gov.

MPP GOAL: MUTUAL UNDERSTANDING

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